Technical Report SP89-04

WEEK-END RECREATIONAL TRAVEL: SUMMARY OF THREE SURVEYS

Strategic Planning Department

March, 1989

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WEEK-END RECREATIONAL TRAVEL: SUMMARY OF THREE SURVEYS

This report brings together summaries of three different surveys of recreational travel conducted in 1987 and 1988. Though the original purposes of the surveys were quite different, they together provide a useful overview of the major features of week-end travel. Among these features, contrasting markedly with typical weekday, commuter-oriented travel, are:

- trip frequency
- travel group size
- time-of-day of travel
- mode choice
- trip purpose
- multi-stop trips

The three surveys include:

- Transportation to Wrigley Field. 1987 Fan Transportation Survey conducted by Market Facts for the Chicago Cubs. Trip origin (sector of the region), direction of approach, and mode used were primary elements.

- Lincoln Park Recreational Travel Survey. This 1988 survey investigated frequency of travel to the Park, travel party size, mode choice, desired transit improvements and neighborhood of trip origin.

- Survey of Sunday Travel Patterns. 1988 surveys at 9 major activity centers (cultural, recreational, shopping, etc.), and aboard CTA buses and at rail stations, which investigated trip purpose, frequency of travel, travel group size, payment method, mode choice, multi-stop trip-making, and preference for alternative fare media.

The first two surveys reveal surprisingly high market penetration by CTA at two major weekend trip-generators-Wrigley Field and the southern portion of Lincoln Park, including the Lincoln Park Zoo. In each case, one-fourth of those travelling on summer weekends to these popular spots arrived on CTA. The market share is even higher when only Chicago metropolitan area residents are included, rising to 33% for Wrigley Field and 27% to Lincoln Park near the zoo.

These results are promising, indicating that for certain recreational trips, where auto is usually preferred, there is a market for well-designed and priced CTA service.

The third survey, addressed both to CTA Sunday riders and to travellers to nine Sunday activity centers in CTA's service area, showed that CTA's current Sunday market includes many work and shopping travelers, as well as some share of recreational

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travellers. The Sunday survey showed these two markets--work/shop travellers and recreational travellers--to be quite different on several important factors. Size of travelling party, use of a CTA pass, weekday use of CTA service, and frequency of the Sunday trip pattern were markedly different for present CTA Sunday riders than for activity center travellers. Activity center travellers had a larger travelling party, were less likely to have a CTA pass, less likely to use CTA on weekdays, and were making trips on that Sunday that were made on several, but not all, weekends of the year.

The special Sunday fare--the Supertransfer--attracts some of those recreational travellers, but essentially supports multi-leg journeys for riders who do not purchase monthly passes and were less likely to ride CTA every weekday.

This suggests that a market of Sunday travelers to busy activity centers, familiar with CTA (51% rode in the previous week), and traveling in groups of 2-4 people, could be tapped for increased riding.

DGS/SJL:mlh

WAHB-3
3/10/89

Survey:	Fan Transportation Survey 1987 Wrigley Field
Conducted by:	Market Facts for Chicago Cubs
Focus:	Mode of Travel to Weekend Cubs Baseball Games at Wrigley Field

Summary by CTA Strategic Planning/Market Analysis and Research with permission from Chicago Cubs

SJL/mlh

WAHB-5
3/10/89

Date: February 24, 1988

To: Sarah J. LaBelle, Superintendent, Market Analysis/Research

From: William A. Hancock, Market Research Analyst II

Re: Transportation to Wrigley Field

Data from the Fan Transportation Survey conducted by Market Facts and provided to CTA by the Chicago Cubs have been reviewed. Results from this survey seem to indicate sub-regions where CTA's current market share of fans traveling to Wrigley Field may be increased. Furthermore, in light of the recently proposed Wrigley Field Traffic Operations Plan, increased CTA ridership may help alleviate traffic congestion and parking problems associated with night game proposals. Survey results in relation to CTA service are as follows:

From Where Do Cub Fans Come?

According to the Fan transportation Survey, 35.2% of Cubs Fans attending games on the two survey dates of April 18-19, 1987 came from Chicago. An additional 40.6% came from Chicago area suburbs, and a surprising 24.2% came from out-of-town.

Most respondents, 86.6%, came from their homes. Since the survey was conducted at Saturday and Sunday games, only 2.2% of the respondents said they came to the game from work. A weekend crowd might also account for the high percentage of "out-of-town" fans. The remaining 10% said they came from "some other place".

Local fans predominately came from the following geographic sectors: Chicago northside (21.8%), Northwest suburbs (12.5%), Northern suburbs (10.5%), Western suburbs (9.4%), and the Chicago northwest side (5.5%). These are the regions which also promise the most potential for growth within CTA's transportation market share.

Chicago Northside

Not surprisingly, fewer northside fans take their cars to Wrigley than do fans in other regions. Competition for CTA in this market is predominately from the "other" category of travel, making the potential for increased CTA ridership less than in other sectors. This segment includes such modes as taxis, walking, getting a ride/dropped off, bicycles, etc. Such modes are the transportation choice of almost 40% of northside fans. They generally offer tough competition, in terms of convenience, for either bus/rail transit or auto.

Most residents of this area have good access to the North-South rapid transit line, which in most cases transports northsiders to the ball park quicker than other modes. Travel by taxi, bus, or being dropped off at the

gate will subject fans to ground traffic congestion around the park which can be avoided by taking the 'L'.

Northwest Suburbs

Currently 81.5% of fans from the Northwest suburbs use autos to get to Cubs games. About 16% of fans from that region utilize CTA rapid transit to Wrigley, but there is potential to increase that figure. Fans could be urged to leave their cars at parking facilities at the River Road and Cumberland stations on the O'Hare rapid transit line, take a southbound train to Addison, and then transfer to an eastbound 152 Addison bus. Passengers may also choose to continue into the Loop on the 'L' and then make a free transfer to the northbound Howard trains and alight at Addison. If 152 Addison bus service is increased on game days, perhaps the Addison stop on the O'Hare rapid transit line could be made all-stop near game times as is done at the Howard-Addison stop.

Those Northwest suburban fans who persist in driving will most likely exit the Kennedy at Irving Park or Addison. If they are encouraged to park in the proposed remote lots at Western and Addison and at Western and Irving Park, increased bus service on both the 80 and 152 buses on game days could transport them to the park.

Northern Suburbs

Cubs fans from the northern suburbs appear to be utilizing CTA rapid transit much more than northwest suburban patrons. Although 65.2% of fans from the north drive to Cubs Park, 30.5% choose CTA rapid transit. Again, parking lots at Howard, Linden, and Dempster (Skokie Swift) provide convenient transfer points to CTA rapid transit with direct access to Wrigley Field. There may be a potential to increase park 'n' ride transferring to CTA at (and near) these lots.

Western Suburbs

Over 17% of West suburban Cubs fans travel to Wrigley on CTA rapid transit vs. 76% in autos. Several park 'n' ride options are feasible for game patrons traveling from this region including park 'n' ride facilities at the Congress and Douglas rapid transit terminals. Upon arrival downtown, a free transfer from that line to the northbound Howard is permitted at Jackson or Washington.

If this seems confusing or inconvenient, ample parking exists downtown at the City parking garage at State and Congress or in the Grant Park underground lot. Either

Western Suburbs (Cont'd)

lot is convenient to the State Street subway which can transport passengers to Wrigley Field in 15 minutes.

Some parking is also available at the Harlem terminus on the Lake/Dan Ryan. Transferring to the North line at State/Lake now requires a paid transfer.

Chicago Northwest Side

Survey respondents coming from the Northwest side indicated arrival by bus (22.5%), 'L' (11.3%), and auto (58.1%). These fans seem to prefer CTA bus service over the 'L', possibly because taking rapid transit would require making a transfer or possibly because the trip time (or distance) is shorter. The Irving Park and Addison buses provide convenient access to Wrigley from most areas on the northwest side. However, park 'n' ride facilities at Kimball on the Ravenswood rapid transit line could also provide an alternative means of travel to auto drivers. Passengers could alight the Ravenswood train at Southport and walk to Clark/Addison or continue to Belmont and transfer to a northbound Howard train to the Addison station which is much closer to the park.

Promotion of CTA As A Viable Alternative

If proposed parking restrictions for day and/or night games at Wrigley Field are implemented, travel to Wrigleyville by car will automatically become less convenient. CTA should therefore capitalize on the publicity which surrounds the whole issue of Cubs parking as a perfect opportunity to educate baseball fans about CTA as a convenient alternative transportation form to Wrigley.

Pamphlets similar to the ones prepared in response to the Dan Ryan construction could be sent to season ticket holders outlining alternative routes via CTA to the "Friendly Confines". Also, since a substantial percentage of weekend game attendees are from out-of-town, the same brochures could be distributed from Hotels, the Convention Bureau, McCormick Place, etc. Public service announcements over WGN during Cubs games broadcasts could promote CTA as a convenient, safe means of travel to Wrigley for fans who drive from other areas of the midwest for weekend games.

These initial suggestions are very basic and do not get into possible changes in current CTA service levels on game days. As developments regarding parking and lights at Wrigley Field continue, these survey results may be further analyzed to better determine the feasibility and practicality of any suggested service changes to and from Wrigley Field.

WAH/mlh

cc: D. G. Stuart

attachments

WAHA-8

TRANSPORTATION TO WRIGLEY FIELD

Market Share By Region

CUBS FANS BY REGION		MODE SPLIT BY REGION (%)			
Trip Origin	Number (%) of Survey Respondents	CTA 'L'	Bus	Car	Other*
Chicago Northside	294 (21.8%)	19.4	11.9	28.2	39.5
Northwest Suburbs	168 (12.5%)	16.1	2.4	81.5	--
Northern Suburbs	141 (10.5%)	30.5	2.1	65.2	2.1
Western Suburbs	126 (9.4%)	17.5	1.5	76.2	4.0
Chicago Northwest Side	74 (5.5%)	11.3	22.5	58.1	8.1
Southern Suburbs	60 (4.5%)	1.7	--	95.0	3.3
Southwest Suburbs	46 (3.4%)	10.9	6.5	82.6	--
Downtown Chicago	41 (3.0%)	48.8	2.4	29.3	19.5
Chicago Southside	29 (2.2%)	16.7	25.0	50.0	8.3
Chicago Westside	19 (1.4%)	5.3	26.3	68.4	--
Chicago Southwest	12 (0.9%)	16.7	25.0	50.0	8.3
Other	326 (24.2%)	15.6	4.3	74.5	7.4
Chicago Citywide	473 (35.1%)	20.5	12.9	37.2	28.8
Overall Suburban	546 (40.5%)	18.1	2.4	77.5	1.8
Out-Of-Town	326 (24.2%)	15.6	4.3	74.5	7.4
OVERALL	1,347 (99.8%)	18.3	6.5	62.6	12.6

*Other - includes following modes: walked, charter bus, taxi, got a ride, or miscellaneous.

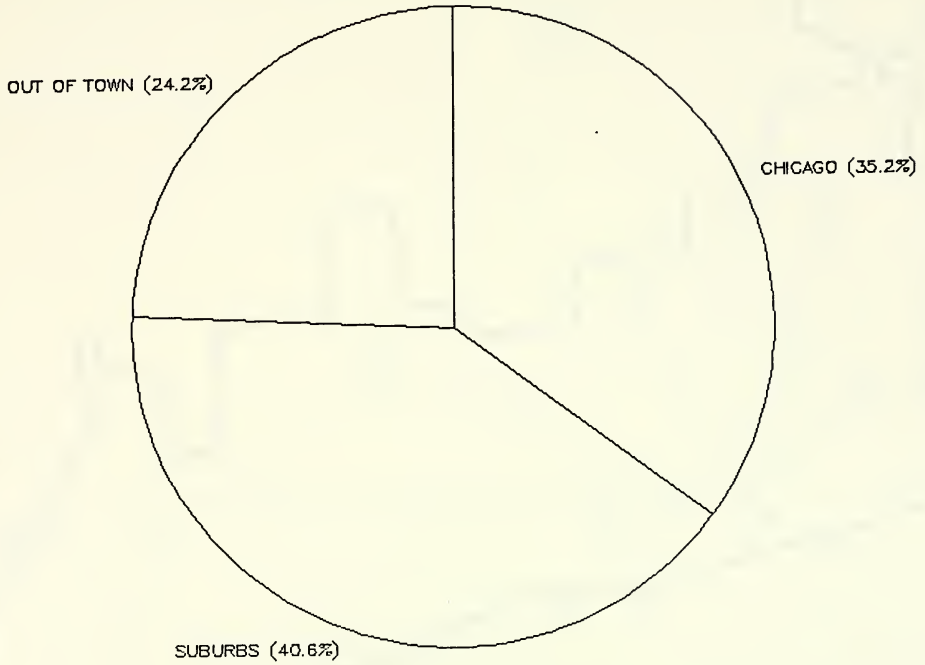
Data obtained from Fan Transportation Survey - Conducted by Market Facts on April 18-19, 1987.

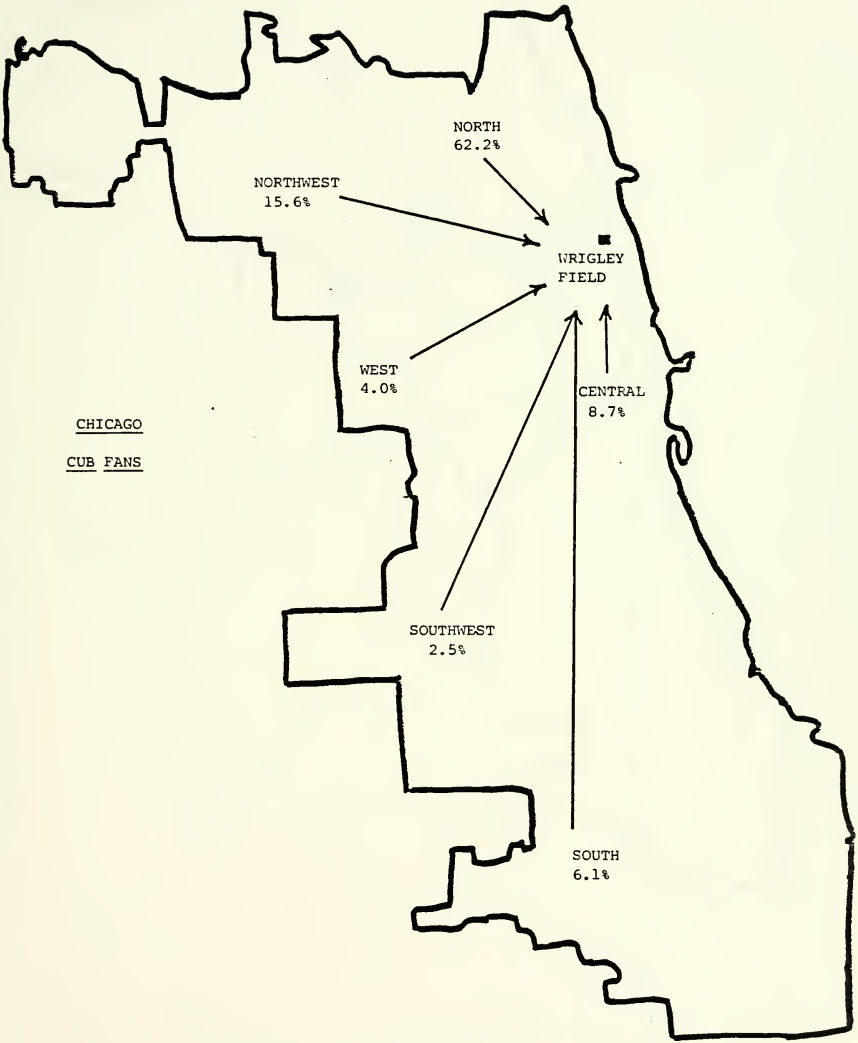
WAH/mlh

WAHA-9
2/24/88

FROM WHERE DO CUB FANS COME?

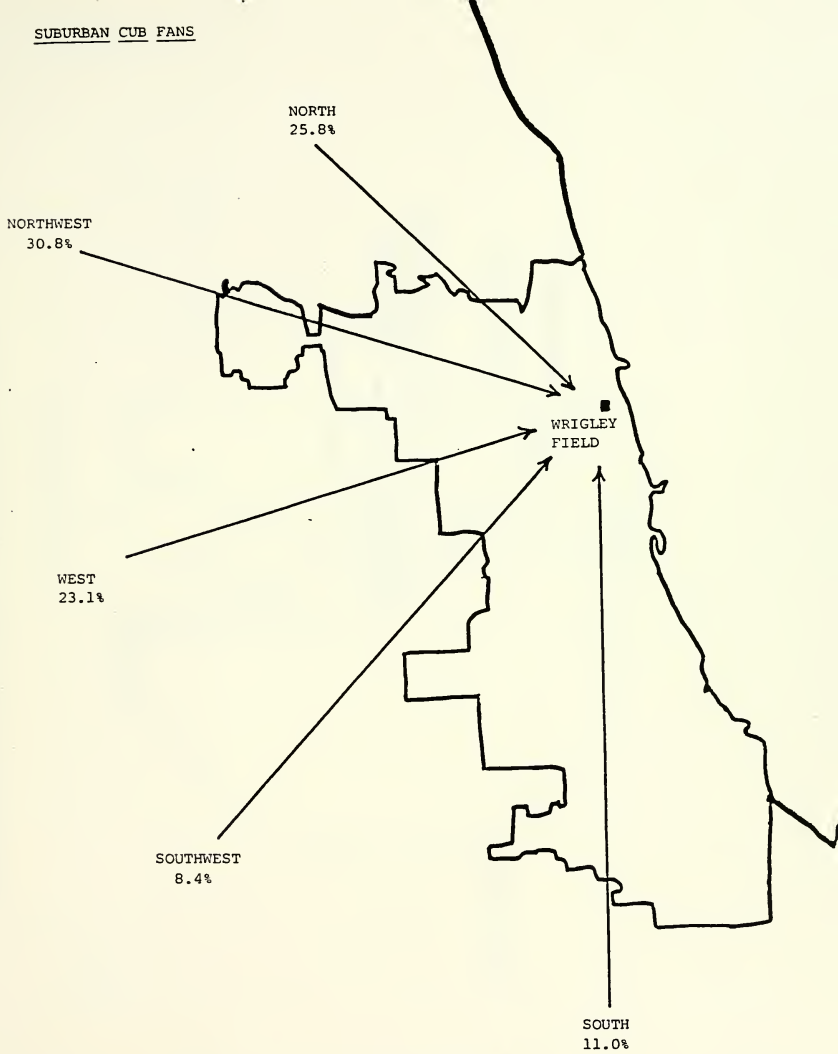
Based on Fan Transportation Survey





Trip Origin of Survey Respondents

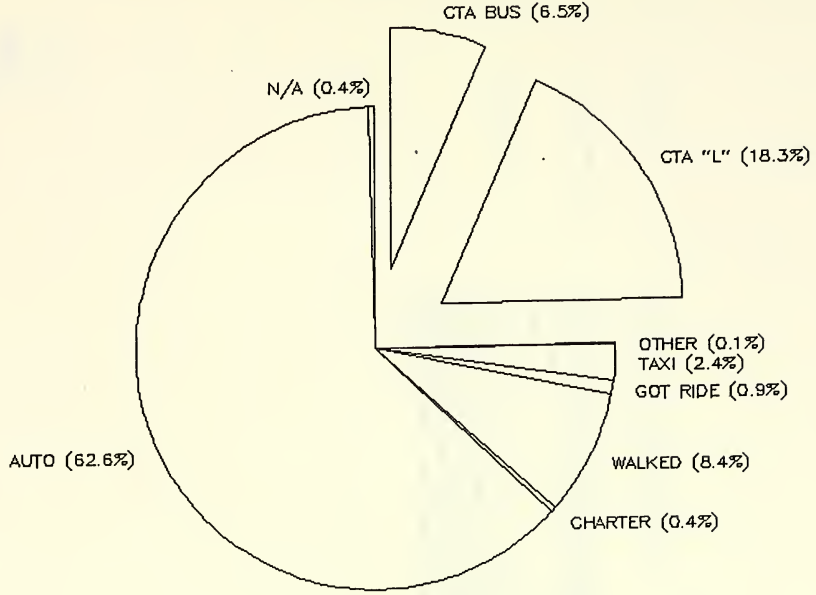
Breakdown of City Fans



Trip Origin of Survey Respondents

Breakdown of Suburban Fans

TRANSPORTATION MODE TO WRIGLEY FIELD



Survey:	Lincoln Park Recreational Travel Survey 1988
Conducted by:	CTA Strategic Planning/Market Analysis & Research, assisted by Lincoln Park Traffic Task Force
Focus:	Potential Market for Increased Transit use to Summer Weekend Lincoln Park Activities (park facilities from Fullerton to North Avenue), and Decreased Auto Use

SJL/mlh

WAHB-6
3/10/89

DATE October 14, 1988

TO Marketing Subcommittee
Lincoln Park Traffic Task Force

FROM W.A. Hancox, Market Research Analyst II
Chicago Transit Authority

RE Lincoln Park Survey Results

Initial results of the Lincoln Park Survey conducted July 16 and 17 have been tabulated. Although cross-tabulations are undergoing further analysis, categorized responses from each question are attached along with 4 exhibits and a reference copy of the questionnaire. Highlights of the results are as follows:

* Party Size - Over 50% of the respondents indicated their party size to be 1-2 people, and 26% consisted of 3-4 people.

* On the survey days, length of time spent in the park was evenly distributed; however, most respondents, 42%, indicated their park visit would last from 2-6 hours.

* Respondents were asked how many weekends they planned to visit Lincoln Park between Memorial Day and Labor Day (a total of 15 weekends). Although 32% responded from 3-6 weekends, a surprising 25% said every weekend.

* Eighty five percent of the respondents indicated that they traveled to Lincoln Park directly from home. Since this reveals that most park users do not make intermediate stops en route to the park, a higher potential for transit use by this group seems to exist.

* Mode of Transportation to the Park - CTA transported 25% of the weekend park users vs. 44% arriving by auto and 21% who walked to the park. (See Exhibit 1)

* Of the respondents who took CTA buses to the park, 47% of them arrived on the 151 Sheridan bus, 13% on the 22 Clark and 10% on the 72 North bus. Respondents who traveled by "L" alighted primarily at the Ravenswood Sedgwick station (48%) followed by the Fullerton station (12%). (See Exhibits 2,3)

* Respondents arriving by auto were asked where they parked. The locations given were divided into the following zones:

Zone	Boundaries	Percent
1	On Stockton or Cannon between North Ave. and Fullerton.	58
2	South of Fullerton, north of North Ave. and east of Clark (but not in zone 1).	14
3	South of North Ave., north of Fullerton, and west of Clark.	27

* When non-CTA riders were asked why they did not choose to take CTA to Lincoln Park, they responded: Prefer to walk/ride bicycle (28%), Poor access to home (17%), Travel time too long (15%) and Comfort (11%).

* The same group of non-riders was asked what improvement CTA could make that would cause them to take CTA on their next park visit. Only 34% responded that they would never take CTA regardless of improvements made, (43% of this group walked to the park and 46% came in autos). The remaining two thirds are potential riders who primarily desire more convenient routes to the park (14%), quicker travel time (11%), more comfortable vehicles (10%), and more information about routes (9%).

* Respondents arriving via CTA chose to do so because: No car was available (40%), CTA was convenient to their home (25.0%), and to avoid parking problems (13%).

* Over 75% of the park users interviewed were Chicago residents as indicated by their ZIP codes. Illinois suburbanites accounted for 16%, and out-of-towners represented about 8%.

* Slightly over 20% of the respondents had no vehicle available to the household and 61% had only 1 vehicle.

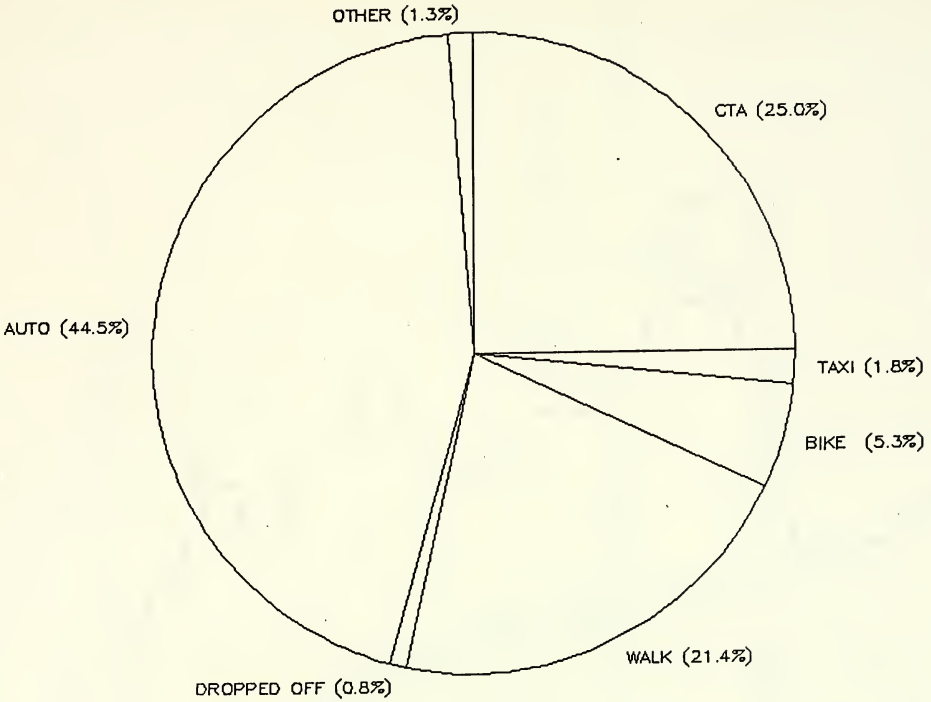
* The Lincoln Park survey had the highest representation of hispanics of any CTA survey conducted to date. A concerted effort was made to use Spanish speaking interviewers which resulted in a 18% response rate among park users considering themselves to be hispanic. Out of all returned surveys, 12% were Spanish language questionnaires.

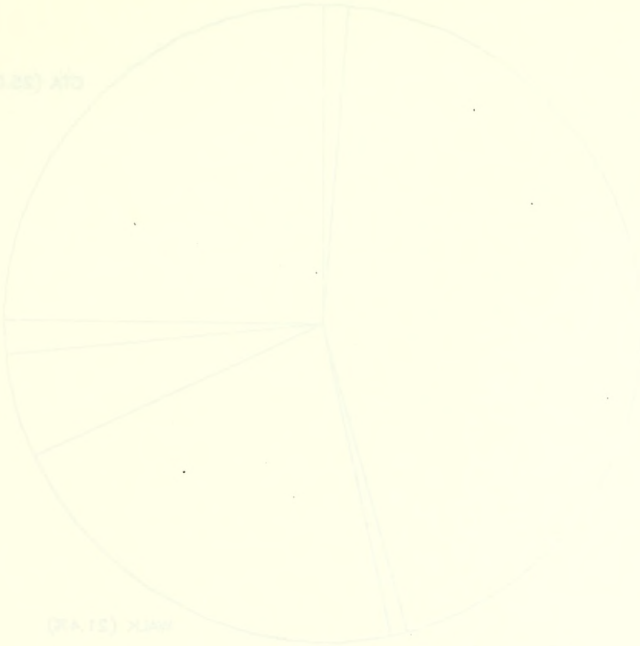
* All respondents (CTA riders and non-CTA riders) were asked how many times per week they typically ride a CTA bus or train. Over 25% indicated more than 10 times per week, 34% said never.

* And finally, of those respondents who took CTA to the park, 20% rated CTA weekend service to Lincoln Park as "excellent" and 50% rated it as "good". (See Exhibit 4)

EXHIBIT 1

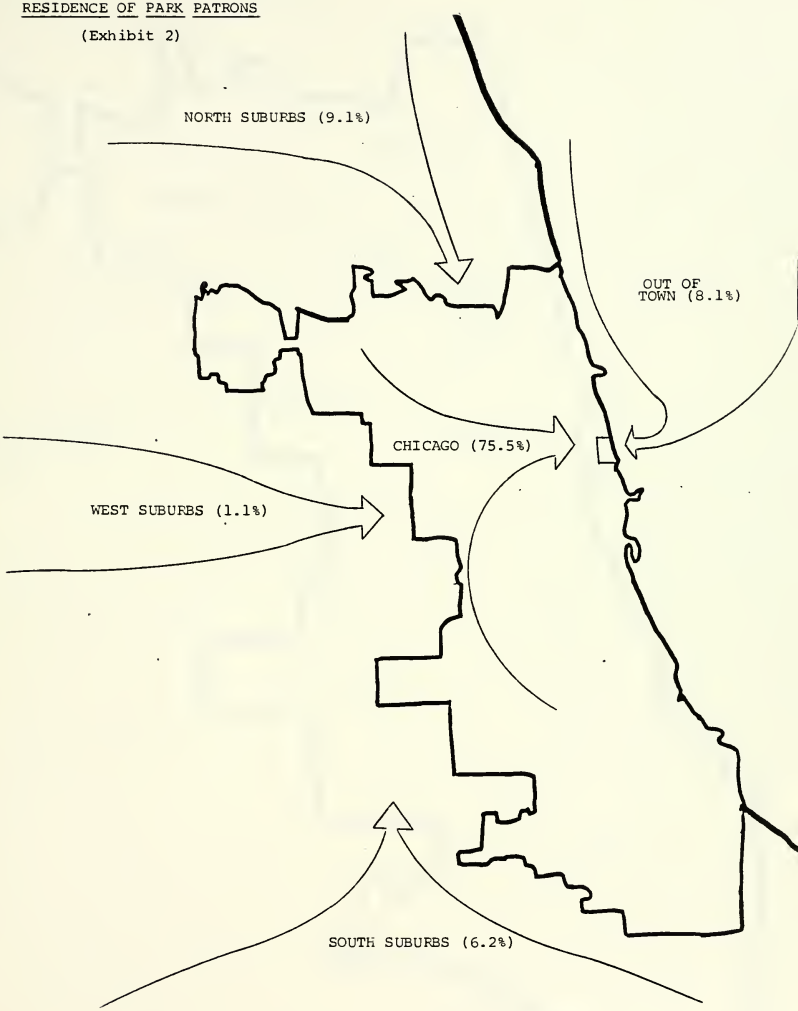
TRANSPORTATION MODE TO LINCOLN PARK



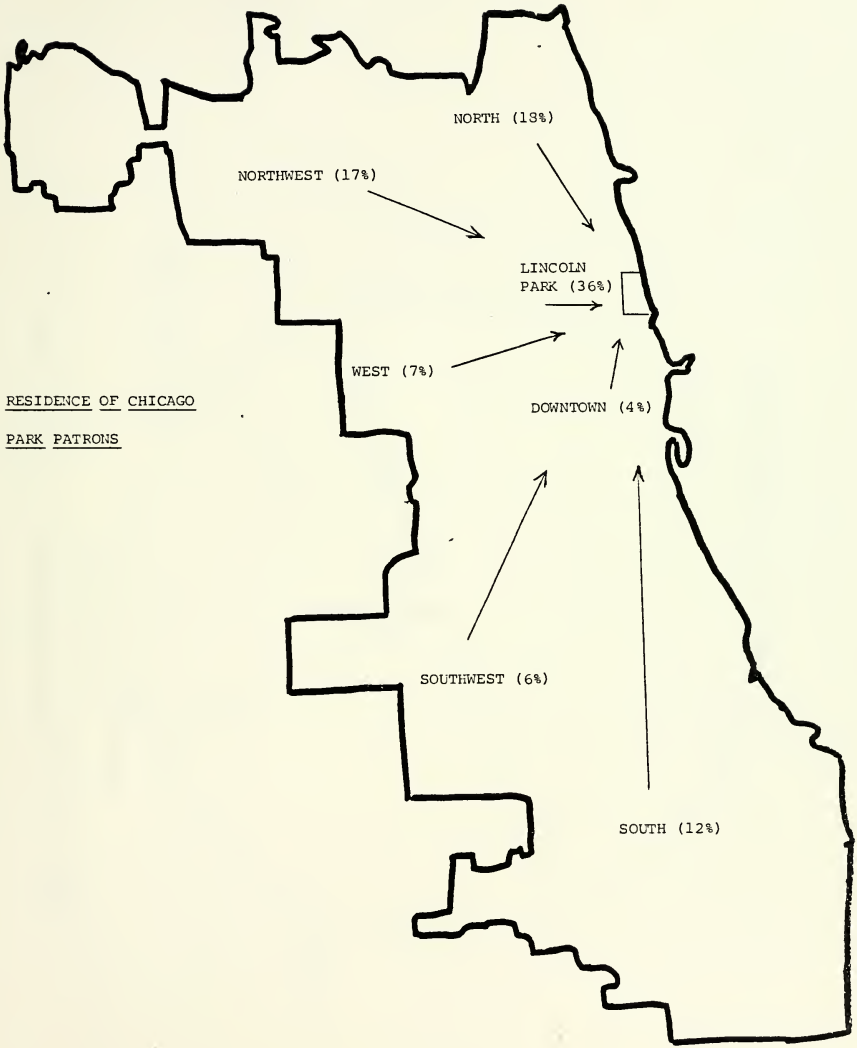


RESIDENCE OF PARK PATRONS

(Exhibit 2)

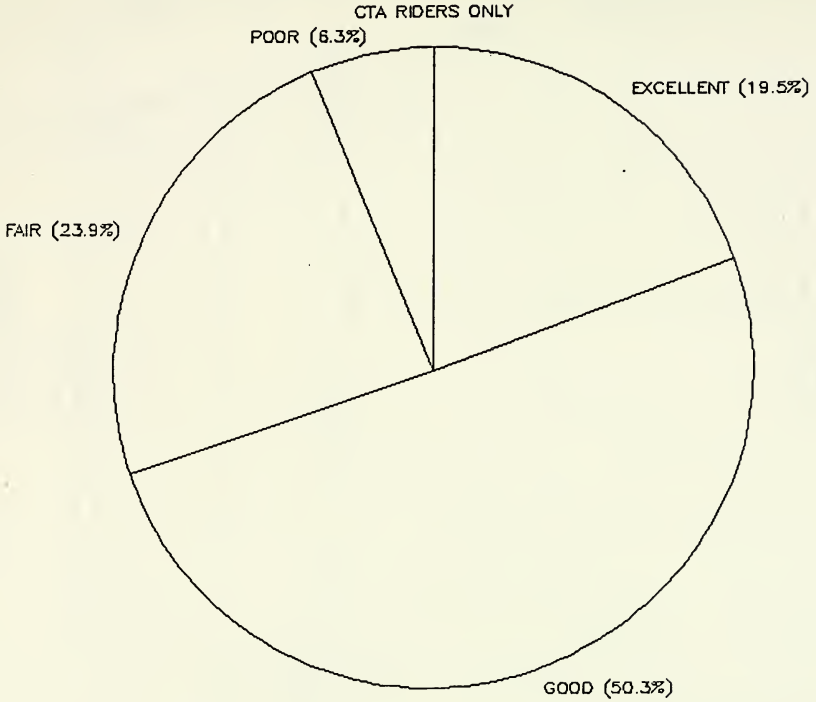


(Exhibit 3)



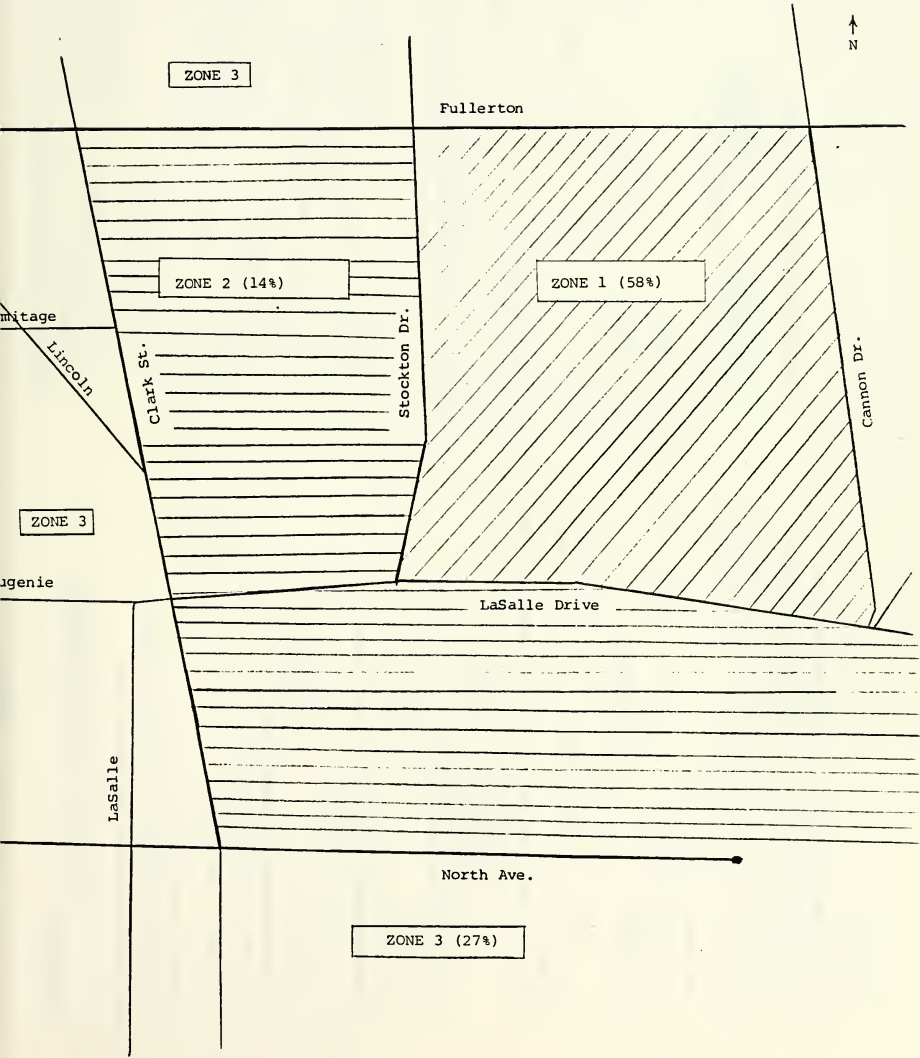
RESIDENCE OF CHICAGO PARK PATRONS

RATE CTA WEEKEND SERVICE TO LINCOLN PK.



PARKING LOCATION OF SURVEY RESPONDENTS

(Exhibit 5)



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LINCOLN PARK SURVEY

Identify primary respondent when talking to a group of people.

1. How many adults and children over 12 traveled with you to the park?_____

   Number of children *under 12*?_____

2. What time did you arrive at the park?_____ a. ☐ A.M. b. ☐ P.M.

3. What time do you plan to leave the park_____ a. ☐ A.M. b. ☐ P.M.

4. What park activities will you participate in today?
   - a. ☐ Zoo
   - b. ☐ Beach
   - c. ☐ Conservatory
   - d. ☐ Museum_____ (specify)
   - e. ☐ Walking/Running
   - f. ☐ Picnic/Barbecue
   - g. ☐ Team Sports
   - h. ☐ Other_____ (specify)

5. How many weekends do you plan to visit Lincoln Park this summer? _____

6. Do you usually come on:
   - a. ☐ Saturday
   - b. ☐ Sunday
   - c. ☐ Either
   - d. ☐ Both

7. Did you come to Lincoln Park directly from home?
   - a. ☐ Yes
   - b. ☐ No ---► then from where:
     - ☐ Shopping/Eating
     - ☐ Met Traveling Party
     - ☐ Recreational Activity
     - ☐ Hotel
     - ☐ Church
     - ☐ Other_____ (specify)

8. What primary method of transportation did you use to get to the park today? (Check only one)
   - a. ☐ CTA_____ (bus route name or number) Skip to Question #12
     _____ ("L" alighting station name) Skip to Question #12
   - b. ☐ Walk Only
   - c. ☐ Bicycle
   - d. ☐ Auto-Driver or Passenger
   - e. ☐ Got dropped-off
   - f. ☐ Taxi
   - g. ☐ Other_____ (specify)

9. If you arrived by auto, where did you park?

   _____ (nearest intersection)

10. What is the main reason you did not choose to take CTA to the park today? (Check only one)
    - a. ☐ Travel time too long
    - b. ☐ Prefer to walk or ride bicycle
    - c. ☐ Poor access to my home
    - d. ☐ Poor access to Lincoln Park
    - e. ☐ Cost
    - f. ☐ Comfort
    - g. ☐ Traveling with large items
    - h. ☐ Bus service not frequent enough
    - i. ☐ Not safe from crime
    - j. ☐ Do not know routes/service
    - k. ☐ Other_____ (specify)

11. What improvement could CTA make that would result in your taking CTA on your next visit to Lincoln Park? (Check only one)
    - a. ☐ Quicker travel time
    - b. ☐ More convenient routes to park
    - c. ☐ Cheaper fares for families/large groups
    - d. ☐ More frequent service
    - e. ☐ More comfortable trains/buses
    - f. ☐ Provide more information about CTA routes/service
    - g. ☐ More security
    - h. ☐ I would not take CTA
    - i. ☐ Other_____ (specify)

◄ Skip to Question #14

12. What was the main reason you chose to take CTA to Lincoln Park today? (Check only one)
    - a. ☐ No car available
    - b. ☐ Convenient to my home
    - c. ☐ I prefer traveling by CTA
    - d. ☐ Economical
    - e. ☐ I have a pass
    - f. ☐ To avoid parking difficulties
    - g. ☐ Other_____ (specify)

13. How would you rate CTA weekend service to Lincoln Park?
    a. ☐ Excellent b. ☐ Good c. ☐ Fair d. ☐ Poor

14. In a typical week, how many times do you ride a CTA bus or train? (Check only one)
    - a. ☐ Never
    - b. ☐ 1-3 times
    - c. ☐ 4-6 times
    - d. ☐ 7-10 times
    - e. ☐ More than 10 times

Thank you for your help. We want to be sure that today's survey represents all park users. Please tell us a few things about yourself.

15. What is the ZIP code of your place of residence?_____

16. How many vehicles (car, van or other) are available to you and members of your household? (circle one)

    0 1 2 3 4 5 6 7 8 9+

17. Are you: a. ☐ Male or b. ☐ Female

18. Are you:
    - a. ☐ Hispanic
    - b. ☐ Black
    - c. ☐ American Indian
    - d. ☐ Asian
    - e. ☐ White
    - f. ☐ Other_____

19. Is your age:
    - a. ☐ 12-17
    - b. ☐ 18-24
    - c. ☐ 25-34
    - d. ☐ 35-44
    - e. ☐ 45-64
    - f. ☐ 65 or over

20. What was your total household income last year, 1987?
    - a. ☐ under $10,000
    - b. ☐ $10,000-20,000
    - c. ☐ $20,000-30,000
    - d. ☐ $30,000-40,000
    - e. ☐ $40,000-50,000
    - f. ☐ $50,000-70,000
    - g. ☐ $70,000 +

Any comments on how CTA can improve its service:_____

_____

_____

Survey:	Survey of Sunday Travel Patterns, 1988 -CTA Riders, and Travelers to Activity Centers
Conducted by:	CTA Strategic Planning/Market Analysis & Research
Focus:	Markets That Could Be Attracted by Alternative Sunday Fare Media on CTA Service

SJL/mlh

WAHB-7
3/10/89

Date: December 14, 1988

TO: Darwin G. Stuart, Manager, Strategic Planning,
Sarah J. LaBelle, Superintendent, MAR

FROM James Mulqueeny, Market Research Analyst II

RE: Sunday Survey - Basic Results

At the request of the Chicago Transit Board, a test of alternative Sunday fare instruments or price structures has been inaugurated. Our first step was to survey riders about Sunday travel patterns in CTA's service area, and test the reactions of riders and non-riders to alternatives to the Sunday Supertransfer. This all-day pass currently costs less than two basic fares, resulting in its use on 40% of all CTA Sunday travel, more than any other method of fare payment. Preliminary findings from the survey conducted on four Sundays in July, 1988 are summarized for your review.

SURVEY DESCRIPTION

A total of 2,514 CTA riders were surveyed aboard bus and rail systems: 819 Sunday travelers at the ten busiest activity centers in the service area were also interviewed. The activity centers included A Taste of Chicago, Museum of Science and Industry, Art Institute, Shedd Aquarium, O'Hare International Airport, Wrigley Field, Midway Airport, Water Tower Place, and the Adler Planetarium.

RESULTS

Modes Of Travel

- Activity center users reported use of these modes for Sunday travel: Auto, 44%; CTA Bus, 35%; CTA Rail, 25%; and Taxi, 12%. Respondents were allowed to indicate more than one mode.

- Of 176 respondents who paid to park, 16% paid $5.00, another 17% paid $2.50, and 15% paid $3.75-$4.00. CTA modes were the only ones used by 31%; auto only was 34% of responses; 6% were park'n'ride users.

Trip Purpose

- 58% of Activity Center respondents planned to visit a museum that day, reflecting that 65% of the surveys returned were distributed at or near museums. The next five most common trip purposes were: Dining Out, 27%; Shopping, 18%; Visit Friends or Family, 17%; Recreation, 16%; and Church, 10%.

- On-board surveys revealed a different series

of trip purposes. Visit Friends or Family was first with 28%; followed by Shopping, 23%; Work or School, 22%; Church, 20%; and Dining Out, 16%. (Multiple responses were allowed). Supertransfer users out of this group had the same series of purchases, except that Church was ahead of Work.

- Respondents on both surveys were more likely to use CTA for work trips than for other purposes.

Size Of Travel Party

- Mean size of group traveling together: 1.98 for the on-board sample, and 2.98 for the activity center sample. These results suggest a significant "family pass" market potential.

- Groups of two to four people: 52% of activity center surveys, 28% of on-board surveys.

- Solo travelers: 33% of activity center, 66% of on-board.

Unlinked Trip Frequency

- Activity center visitors tended not to travel identically on several Sundays. Of on-board respondents, 57% use the same combination of trip purposes every Sunday compared with 27% of activity center respondents.

- 91% of on-board respondents intended to use six or fewer CTA vehicles all day. Supertransfer purchasers were 40% of this group.

- Riders surveyed on-board on Sunday were very likely to ride CTA on weekdays--91% rode at least once; 66% rode every workday.

- Over 30% of Sunday travelers at activity centers rode CTA every workday, but 49% did not use CTA at all.

Supertransfer Awareness

- Of those aware of the Supertransfer, 50% of on-board respondents and 54% of activity center respondents selected word of mouth as the way they first heard of it, with CTA employees and signage next (10 to 15%).

- 55% of activity center respondents and 89% of on-board respondents were aware of the CTA Supertransfer. This is high recognition among both

groups for a fare instrument which is rarely promoted with more than annual radio spots.

Supertransfer vs. Pass Users

- Supertransfer purchasers traveled in larger family groups (2.2 vs. 1.7 persons) than pass users traveling on Sunday, and fewer had no car available for Sunday travel (30% vs. 40%).

- Supertransfer purchasers tended to use CTA less during the week than pass users (57% vs. 88% using CTA every workday), and a higher percentage had not used CTA at all in the last week (12% vs. 2%).

ALTERNATIVES

Both groups were polled on six pairs of Sunday fare alternatives, in an attempt to identify markets for Supertransfer replacements. These pairs repeated six options in various combinations, listed below as familiar or unfamiliar when compared with the present fare structure on Sundays.

Familiar

1. Current monthly or 14-day pass
2. Current Supertransfer
3. Slightly restricted Supertransfer

Unfamiliar

4. Off-peak-only pass (good all times except rush periods); costs 25% less
5. Family Pass (gives unlimited Sunday riding for groups of four or fewer; costs $5.00)
6. 75-cent fare on Sundays, paid on each vehicle (no transfers sold)

The results were nearly identical on both surveys. As shown below, familiar options were preferred over unfamiliar options at a 3- or 4-to-1 rate, while no clear preference emerged when two unfamiliar options were presented.

Comparing	On-board Support (%)	Activity Center Support (%)
1 to 4	81 to 19	72 to 28
2 to 5	81 to 19	80 to 20
3 to 6	76 to 24	70 to 30
4 to 5	73 to 27	76 to 24
5 to 3	49 to 51	49 to 51
6 to 4	44 to 56	48 to 52

DEMOGRAPHICS

- 93% of on-board and 54% of activity center respondents are residents of Chicago.
- Mean income was $23,800 for on-board and $35,200 for activity center respondents.
- Median age was 29.8 years for on-board and 32.1 for activity center respondents.
- Black respondents were 49% of the on-board and 28% of the activity center sample; Hispanic respondents were 11% and 6%, respectively.
- Sunday travelers at activity centers were more likely to have an auto available to the household-only 17% had none, while 33% of CTA Sunday riders had none available.

JM/mlh

Attachments: Survey Forms

JMB-9

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SUNDAY SURVEY

We are studying how CTA satisfies the Sunday travel needs of its customers. Please help us by answering the questions below and returning this card to the CTA Researcher who gave it to you.

1. **When you received this survey, how many were in your traveling party?**
   ☐ Just Me ☐ Total of: _____adults and _____children under 12

2. **Is your group carrying any items larger than a briefcase?**
   ☐ Yes ☐ No

The remaining questions are about you and your travel only.

3. **How did you pay CTA or Pace for this trip?**
   a. ☐ Supertransfer (all day)
   b. ☐ Monthly Pass
   c. ☐ 14-Day Pass
   d. ☐ Standard transfer (2-hour limit)
   e. ☐ No transfer, used cash or token
   f. ☐ Other (specify) _____

4. **When you paid CTA or Pace (suburban bus) for the trip you are making now, was it a:**
   a. ☐ Full Fare Amount or Pass
   b. ☐ Reduced Fare Amount or Pass
   c. ☐ Other (specify) _____

5. **Where are you traveling today on CTA? (Mark all that apply)**
   a. ☐ Church
   b. ☐ Work/School
   c. ☐ Friends/Family
   d. ☐ Go out to eat
   e. ☐ Shopping
   f. ☐ Airport
   g. ☐ Lincoln Park Zoo
   h. ☐ Museum/Cultural Attraction (specify) _____
   i. ☐ Outdoor Recreation
   j. ☐ Movie/Concert/Attend Sporting Event

6. **How many different CTA buses and trains do you expect to board today? This is the number of times you would show your pass if you have one.**
   _____ **times.**

7. **How often do you take Sunday trips like this on CTA?**
   a. ☐ Every week
   b. ☐ 2 to 3 times a month
   c. ☐ Once a month
   d. ☐ Seasonal Only
   e. ☐ Once a year

8. **How often did you ride CTA on weekdays last week?**
   a. ☐ Every workday b. ☐ 1 to 4 days c. ☐ Not at all

9. **Did you know that CTA offers a $1.75 Supertransfer, good for unlimited CTA travel on Sundays?**
   a. ☐ Yes b. ☐ Not until now

10. **Please tell us how you FIRST learned CTA offers the all day Sunday Supertransfer.**
    a. ☐ Word of Mouth
    b. ☐ Radio
    c. ☐ CTA Employee
    d. ☐ CTA Poster
    e. ☐ Newspaper or Magazine
    f. ☐ TV News
    g. ☐ Other (specify) _____

(over)

In each of the six pairs below, compare Choice A with Choice B, and mark one box in each pair showing which one you prefer over the other one, given only the two choices each time.

11. Between **Choice A:** Use 14-Day or Monthly Pass ☐ I prefer A
and **Choice B:** 25% cheaper off-peak pass, good only during non-rush hours ☐ I prefer B

12. Between **Choice A:** Supertransfer unchanged, allowing unlimited riding ☐ I prefer A
and **Choice B:** $5.00 Sunday-only Family pass, for use by up to four people together ☐ I prefer B

13. Between **Choice A:** All day riding limited to two routes on Supertransfer, price unchanged ☐ I prefer A
and **Choice B:** Lower Sunday cash fare of $.75, no transfer (pay everytime you board) ☐ I prefer B

14. Between **Choice A:** 25% cheaper off-peak pass ☐ I prefer A
and **Choice B:** $5.00 Sunday-only Family pass ☐ I prefer B

15. Between **Choice A:** $5.00 Sunday-only Family pass ☐ I prefer A
and **Choice B:** Two routes on the Supertransfer ☐ I prefer B

16. Between **Choice A:** Fare of $.75, no transfer ☐ I prefer A
and **Choice B:** 25% cheaper off-peak pass ☐ I prefer B

Thank you for your help. We would like to know a few things about you. This will help us to ensure that our survey represents all groups of riders.

A. Are you: a. ☐ Male **or** b. ☐ Female

B. Are you:
a. ☐ Hispanic
b. ☐ Black
c. ☐ American Indian
d. ☐ Asian
e. ☐ White
f. ☐ Other _____

C. Is your age:
a. ☐ 12 - 17
b. ☐ 18 - 24
c. ☐ 25 - 34
d. ☐ 35 - 44
e. ☐ 45 - 64
f. ☐ 65 or over

D. How many people live in your household? (Circle one)

1 2 3 4 5 6 7 8 9 or more

E. How many vehicles (car, van, or other) are available to you and members of your household? (Circle one)

0 1 2 3 4 5 6 7 8 9 or more

F. What was your combined household income last year (1987)?
a. ☐ Under $10,000
b. ☐ $10,001-$20,000
c. ☐ $20,001-$30,000
d. ☐ $30,001-$40,000
e. ☐ $40,001-$50,000
f. ☐ over $50,000

G. What is your home zip code? The first three numbers are enough _____

Thank you for your time and cooperation.
Note any brief comments below:

Please return this card before you leave.

SUNDAY SURVEY AT ACTIVITY CENTERS

We are studying how people travel on Sundays, and how CTA can help. Please help us to plan more useful Sunday service by answering a few questions and returning this card to the CTA Researcher who gave it to you.

1. When you received this survey, how many were in your traveling party?

☐ Just Me ☐ Total of: _____adults and _____children under 12

2. Is your group carrying any items larger than a briefcase?

☐ Yes ☐ No

The remaining questions are about you and your travel only.

3. Which of these will you use today? (Mark all that apply)

a. ☐ Auto
b. ☐ Bicycle
c. ☐ Walk only
d. ☐ CTA 'L'/Subway train
e. ☐ Metra train
f. ☐ Pace (suburban bus)
g. ☐ CTA bus
h. ☐ Taxi

4. Which of these are you visiting today? (Mark all that apply)

a. ☐ Church
b. ☐ Work/School
c. ☐ Friends/Family
d. ☐ Go out to eat
e. ☐ Shopping
f. ☐ Airport
g. ☐ Lincoln Park Zoo
h. ☐ Museum/Cultural Attraction (specify) _____
i. ☐ Outdoor Recreation
j. ☐ Movie/Concert/Attend Sporting Event

5. How often do you take Sunday trips like this?

a. ☐ Every week
b. ☐ 2 to 3 times a month
c. ☐ Once a month
d. ☐ Seasonal Only
e. ☐ Once a year

6. Please tell us the location of the intersections or building names you will travel to today.

On _____ (Street or building) at _____ (cross street)
On _____ (Street or building) at _____ (cross street)
On _____ (Street or building) at _____ (cross street)
On _____ (Street or building) at _____ (cross street)
On _____ (Street or building) at _____ (cross street)

7. How often did you ride CTA on weekdays last week?

a. ☐ Every workday b. ☐ 1 to 4 days c. ☐ Not at all

8. How much will you pay to park your vehicle today? $_____

9. Did you know that CTA offers a $1.75 Supertransfer, good for unlimited CTA travel on Sundays?

a. ☐ Yes b. ☐ Not until now

10. Please tell us how you FIRST learned CTA offers the all day Sunday Supertransfer.

a. ☐ Word of Mouth
b. ☐ Radio
c. ☐ CTA Employee
d. ☐ CTA Poster
e. ☐ Newspaper or Magazine
f. ☐ TV News
g. ☐ Other (specify) _____

(over)

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12. Between **Choice A:** Supertransfer unchanged, allowing unlimited riding ☐ **I prefer A**
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13. Between **Choice A:** All day riding limited to two routes on Supertransfer, price unchanged ☐ **I prefer A**
and **Choice B:** Lower Sunday cash fare of $.75, no transfer (pay everytime you board) ☐ **I prefer B**

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15. Between **Choice A:** $5.00 Sunday-only Family pass ☐ **I prefer A**
and **Choice B:** Two routes on the Supertransfer ☐ **I prefer B**

16. Between **Choice A:** Fare of $.75, no transfer ☐ **I prefer A**
and **Choice B:** 25% cheaper off-peak pass ☐ **I prefer B**

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A. Are you: a. ☐ Male **or** b. ☐ Female

B. Are you:
a. ☐ Hispanic
b. ☐ Black
c. ☐ American Indian
d. ☐ Asian
e. ☐ White
f. ☐ Other _____

C. Is your age:
a. ☐ 12 - 17
b. ☐ 18 - 24
c. ☐ 25 - 34
d. ☐ 35 - 44
e. ☐ 45 - 64
f. ☐ 65 or over

D. How many people live in your household? (Circle one)

1 2 3 4 5 6 7 8 9 or more

E. How many vehicles (car, van, or other) are available to you and members of your household? (Circle one)

0 1 2 3 4 5 6 7 8 9 or more

F. What was your combined household income last year (1987)?
a. ☐ Under $10,000
b. ☐ $10,001-$20,000
c. ☐ $20,001-$30,000
d. ☐ $30,001-$40,000
e. ☐ $40,001-$50,000
f. ☐ over $50,000

G. What is your home zip code? The first three numbers are enough _____

Thank you for your time and cooperation.
Note any brief comments below:

Please return this card before you leave.

cta SUNDAY TRAVEL DIARY

Please keep this survey until you have finished making all your trips today, then mail it to us so we can learn more about how our customers need to use our Sunday service. CTA will pay the postage. If you wish to tell us your name and address, CTA will send you a Pass holder!

As you travel today, please tell us about each time you drove or rode in cars, or bus, or rapid transit car and what you did when you left that vehicle. Use one line for each vehicle (ride) you used. The box you mark at the end of each line will be the same box you mark at the start of the next line.

Unless you are vacationing, the first line will begin at home and the last line you use will end at home.

Rides That You Took On Sunday, (CIRCLE ONE) July 3 July 10 July 17 July 24

	Boarded	TIME ON	Route and Number	TIME OFF	Got Off
RIDE 1	Start 1 ☐ Home	am pm	☐ Bus _____ ☐ Rail _____ ☐ Drove/Got a Ride ☐ Other _____	am pm	9 ☐ Transfer to other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other
RIDE 2	9 ☐ Transfer from other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other	am pm	☐ Bus _____ ☐ Rail _____ ☐ Drove/Got a Ride ☐ Other _____	am pm	9 ☐ Transfer to other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other
RIDE 3	9 ☐ Transfer from other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other	am pm	☐ Bus _____ ☐ Rail _____ ☐ Drove/Got a Ride ☐ Other _____	am pm	9 ☐ Transfer to other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other
RIDE 4	9 ☐ Transfer from other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other	am pm	☐ Bus _____ ☐ Rail _____ ☐ Drove/Got a Ride ☐ Other _____	am pm	9 ☐ Transfer to other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other
RIDE 5	9 ☐ Transfer from other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other	am pm	☐ Bus _____ ☐ Rail _____ ☐ Drove/Got a Ride ☐ Other _____	am pm	9 ☐ Transfer to other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other
RIDE 6	9 ☐ Transfer from other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other	am pm	☐ Bus _____ ☐ Rail _____ ☐ Drove/Got a Ride ☐ Other _____	am pm	9 ☐ Transfer to other route 1 ☐ Home 2 ☐ Work/School 3 ☐ Shop 4 ☐ Recreation 5 ☐ Cultural/Museum 6 ☐ Church 7 ☐ Social 8 ☐ Other
RIDE 7	9 ☐ Transfer from other route 1 ☐ Home 2 ☐ Work/S 3 ☐ Shop 4 ☐ Rec 5 ☐ C 6 ☐ 7				9 ☐ Transfer to other route

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